

Sustainable Tourism and Use of Local Resources as Touristic Products: The Case of Beyşehir

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Abstract

Tourism is developing using its all resources particularly local touristic resources efficiently. However, as tourism sector could contribute the maintenance of the resources which it uses as touristic product, it also could cause their getting harm or destroyed as well. Tourism is developing using its all sources particularly local touristic sources efficiently. But, tourism sector would cause source's getting harm or disappearing which it has used as touristic product as well as its contribution to maintenance of them. Thus the most recently stated concept regarding tourism is the sustainable tourism concept. In this study, which is conducted for this purpose, sustainable tourism in Beyşehir, which has important specifications with its unique natural beauties, rich history and cultural assets, is researched? For this reason, important tourism assets of the region are determined at the beginning and general information related to these is given. Survey questions regarding the topic are prepared after this information. Datum which is obtained from the prepared survey questions are saved in the electronic media and evaluated by the proper software. According to these results, usage of local resources as touristic product and its relation to sustainable tourism is discussed.

Keywords: Sustainable Tourism, Touristic Assets

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1. Introduction

Sustainability is one of the mostly spoken and agenda forming concepts during the recent years. Sustainability is known as capability of sustaining a particular eco-system or any sustainable system without destroying, overusing and using main sources extremely and continuously.

And sustainability of tourism stands for protecting, developing, (providing their attractiveness continuously and making them known by public) the regional and national values resulting tourism. Providing the attractiveness of these values continuously and making them known by public can also be placed in sustainability of tourism. In terms of sustainability of tourism sector where natural and cultural sources are dominant, interaction of tourism-environment-human being, protecting and knowing the all sources and transferring them to next generations have great importance. Because tourism is related to many sectors directly or indirectly under favour of effects related with economy, culture and environment. It contributes faster and more balanced development of a region or a nation.

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2. Sustainable Tourism

Sustainable tourism requires the use of all the resources without damaging them in 365 days of the year by comprising all the shareholders and the whole region. According to Arransson (1994) the concept of sustainable tourism has emerged as a response to negative effect of its randomly, unplanned and unsuitable development on host society welcoming tourists (Aransson, 1994: 77-92). The essentiality in sustainable tourism is protecting natural and rural areas as the tourism areas of the future against negative effects.

Sustainable tourism requires not only the distribution of income coming from tourism to all economy and society but also the sustainable usage of all sources and environment (Liu, 2003: 459-473). It is because that concept of “sustainable tourism” derives from a larger concept “sustainable growth”. Sustainability in tourism for tourism industry which is building its assets completely on environment and man is accepted as an effort to support a positive and moderate development protecting and prettifying natural, cultural and social sources in a long term period.

The concept of sustainable tourism indicates the relationship between tourism and environment. Considering sustainable tourism in terms of technical, logical and scientific sense helps complete development of societies and population of the touristic area.

2.1. Principles of Sustainable Tourism

Sustainable tourism is defined as meeting the today’s requirements without endangering next generations’ opportunities about meeting their tourism requirements. Not a tool or a method is in question in sustainable tourism. It is needed to focus on all systems, long term planning and active politics results. Because protecting and even increasing historical, cultural, social and environmental values is important for sustainability. And, place and importance of all these precautions in tourism sector are very different.

Using all sources, especially using local touristic values effectively is needed for sustainable tourism. This tourism form under the control of local government respects the environment, takes care of protecting the features of local architectural elements in constructions, and not destroying the concord of archaeological and historical structures with authentic environment. And it also encourages reusage of existing structures instead of reorganizing them and protects and develops regional economical interests. Using local sources for tourism purposes has advantages for sustainable tourism. Gartner states these advantages under three different topics. These are (Garther, 1996):

Increased local social welfare

Greater, and more equitably distributed, local economic wealth

Enhanced integrity of local ecosystems.

Being a compound sector, the tourism sector is associated with all other sectors. It contributes to the existence and surviving of values used and processed by the sector. David L. Edgell states the points have to be taken into consideration as follows:

Preserving the current resource base for future generations:

- i.** Maintaining the productivity of the resource base
- ii.** Maintaining biodiversity and avoiding irreversible environmental changes
- iii.** Ensuring equity within and between generations
- iv.** Maintaining and protecting the heritage (culture and history) of the area, region or nation (Edgell, 2006: 18).

2.2. Problems of Sustainable Tourism

Providing the sustainability of tourism and its development in this concept mean protecting, developing and providing the continuity of the attractiveness of regional or local cultural and natural values (Çubuk, 1996: 20). Sustainable tourism is possible with the existence of human and environment together. Basic approach is not to minimize the effect of human on natural environment but to increase the effect of natural environment on human at the highest level.

Essentiality in sustainable tourism is, participation of natural and rural areas as the future tourism areas by being protected against negative environmental effect of tourism, in touristic activities which are in the nature and have no environmental problems.

Sustainable tourism is a positive approach aiming to minimize the negativeness and conflicts arising from multidirectional interactions among tourism industry, visitors, environment and host community. This approach comprises studies which will be done on quality of natural and human sources and their long term sustainability (Garrod and Fyall, 1998: 199-212). While economical requirements of the industry and empiric needs of tourists are met, these sources should be managed properly and at the same time cultural unity, biological diversity and life supporter systems should be protected in order to develop the tourism sustainably (Dabour, 2003).

When we do not care the accretion-dispersion balance criterion of tourism enterprises and do not generalize environmental consciousness, culture and protectionism, tourism activity may be affected negatively. Also intensive usage of tourism sources may affect the tourism negatively. These problems can be summarized as follows (Gortazor and Marin, 1999: 19):

Lack of inherent tourism potential

Lack of knowledge and awareness

Lack of technical know-how weak promotional activity

Lack of tourism-related infrastructures

Lack of tourism investments

Lack of consistent tourism strategies and policies

Lack of tourism diversification

Lack of tourism safety.

3. Usage of Local Touristic Sources in Sustainable Tourism

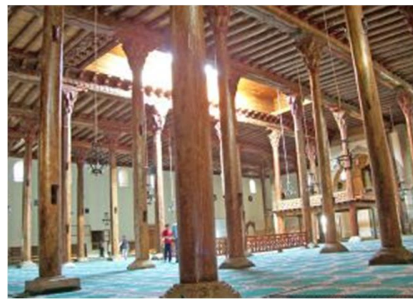
Sustainable tourism is not a discrete or special form of tourism. Rather, all forms of tourism should strive to be more sustainable (UNEP and WTO, 2005: 2). In sustainable tourism apart from traditional mass tourism, it is aimed to provide an economical benefit from tourism for the hosting locals in the region. Thus, attitudes of locals benefitting more from tourism activities will be more positive and these locals will try more in order to develop tourism and protect the environment. In addition to these, socio-cultural values and traditions of the locals will be protected. Mostly used local touristic values for this purpose in Beyşehir are:

3.1. Esrefoglu Suleyman Bey Mosque

The Esrefoglu Mosque is the finest example of the Seljuk flat-wooden-ceiling and wooden column-style of mosque construction in Anatolia as one of the few remaining wooden mosques that date from the Seljuk period. Built by Eşrefoğlu Süleyman Bey in 1297-1299, it is the biggest of the flat-wooden-ceiling mosques with the exterior dimensions of 31.77 x 46.55 m.



Picture 1: The Exterior of the Mosque



Picture 2: Interior of the Mosque

The Esrefoglu Suleyman Bey Mosque holds the traditions of Seljuk-style mosques, carved stone portals and Seljuk art style. It is also noteworthy for its mosaic tile decoration as well as wood, stone and brick ornaments. The mihrap, niche in a mosque wall indicating the direction of Mecca, is under a dome of brick and richly decorated with turquoise and black tiles in geometrical and floral motifs. The mosque has a very big Seljuk-style carved portal and from this portal you can reach to a tiled indoor portal, then finally into the main hall of the mosque. The main hall is full of wooden columns –totally 48 columns- topped with muqarnas capitals. They support the flat roof of the mosque. Muqarnas is a three-dimensional decoration of Islamic Architecture which takes the form of small pointed niches, stacked in tiers projecting beyond those below and can be constructed in brick, stone or wood. The finest examples of muqarnas decoration can be seen on the stone portal, tile-work mihrap and wooden capitals. The pulpit minber of the mosque was made up of walnut and had rich ornaments. The pulpit was engraved with a technique called künde-kari without adhesive. Künde-kari or tongue-and-groove joining is the name given to the technique of placing small pieces of wood side by side to form a design. This pulpit is the most splendid example of this technique unique to Turkish architecture (turkishculture.org). The act of writing Allah, Mohammed and the names of four caliphs on pulpit minber was applied for the first time at this mosque in Kufi style, geometrical writing style, a kind of calligraphic writing and also the name of “Amel-i İsa” can be seen on the pulpit gate among floral motifs known as rumi. The minaret with a balcony is on the right of stone portal.

3.2. Stone Bridge

It was built for irrigation of the Konya Plain. The first known project relating this subject was revealed in period of Kanuni. In the irrigation project prepared by vizier of the age Koca Haydar Pasha, it was observed that there was a plan such as: “to join the lake Beysehir and lake sugla, to shed the water of lake sugla to the Çumra Plain with canals and to ensure the irrigation of the Konya Plain.” Kuru kafa Mehmet Efendi who was manager of the district in Doğanbey and a resident of Hayroğlu village, planned to open a new canal on the north of the lake when he realised the leak on the stream but this plan conducted by Kurukafa and a villager Hasan Eğin aborted because of the complications on the land. While the study was going on the Kurukafa project, the governor of Konya, Avlonyalı Ferit Pasha, was knowledgeable about this project.



Picture 3 : Stone Bridge

Later, Grand Vizier, Avlonyalı Ferit Pasha brought up this issue in 1898. On account of Anatolia-Baghdad railway construction company based Holzman, it was given out by contract to Ottoman Railway Partnership in 1907. Its construction was completed between 1908 and 1914 and It costed 850000 gold. It is the first irrigation project that was established by the Ottoman Empire. It also serves as dam at the same time. It is lying in the north-south direction and it has 15 holes. It is a structure pleasing to the eye and it is very durable. When the new bridge was opened in 1997, the stone bridge was closed to the vehicle traffic. The water that poured from regulator to the Carsamba stream, travels 216 km and reaches to the Konya Plain. Average 500 million m³ water is taken from the lake by means of canals and 70000 hectares land is irrigated with this water.

3.3. Kubadabad Palace

Kubad means fulfilling the justice and Abad means jollifying place. The sultan of Turkey I. Kayqubad had this city established in Gurgurum region that was used as the second capital for a while. Kubadabad Palace is next to the lake and it is at the hillside of Mount Anamas. As it was found at Tol region close to the Gölyaka town, it is known as Tolören among people. According to Ibn Bibi, while Alaaddin Kayqubad was going from Kayseri to Antalya, he passed Konya and admired the beauty on the lakeside of Lake Beysehir so he instructed to the commander of hunting and the architect Sadeddin Köpek for construction of this palace. It was informed that Sultan Keyhüsrev II snubbed the Ilkhanid ambassadors, as a result of this situation the attacks of Moguls to Anatolia increased. Also, during the revolt of Father Ishaq, Keyhüsrev was said to be here.



Picture 4: Kubadabad Palace

3.4. Eflatunpınar/Hittite Monument

The monument is located within the borders of Sadıkhacı town of Beysehir district of Konya province. Eflatunpınar monument is just next to spring water. A monument surface of 7.5m wide and 4m high is formed by putting 19 face stones with embossed designs on end and sidelong. Construction of this monument has been dated to the last quarter of the 13th century BC.



Picture 5: Eflatunpınar/ Hitit Monument (1909)



Picture 6: Eflatunpınar/ Hitit Monument (2013)

3.5. Fasillar Monument

Approximately, it is 70 tons in weight and it was made of basalt. There is a god, two lions and a second god that is smaller than the first god on the monument. The god pressed his one foot on the lion and the other (left) foot on the mountain god. A second portrayal of lion is also included that is similar to the lion next to the mountain god. Some parts of the monument weren't processed in detailed and some parts of the monument were processed roughly. This shows that it was prepared to be implanted in a place which can be seen from distance.



Picture 7: Fasillar Monument (Imitation)



Picture 8: Fasillar Monument (Orginaly)

3.6. Anatolian Family Structure

Family forms the basis of Turkish society. Turkish family consists of father, mother, children and relatives. The most important characteristic of Turkish family is fidelity, cooperation and sense of trust. There is a natural work sharing in Anatolian family structure. Individuals' tasks and responsibilities are determined by specific limits. According to Turkish family structure, every family member has different tasks in negative conditions.

Beyşehir is a very good example for discovering a typical Turkish family. Family relations go on from childhood to elderliness with the same level. Nearly all of the families in Beyşehir think that they should grow up their children with a viable ability.

3.7. Local Architecture

Local architecture is an objective living environment formed by the locals for themselves. Local architecture can also be defined as an architecture that becomes a tradition under general factors and anonymous design process. Local architecture is an important parameter reflecting value judgements, world views, tradition and belief systems, relationships by affinity and family, neighbour relations of the hosting locals (turkoloji.cu.edu.tr).

Beyşehir is a settlement where traditional and modern architectures are presented. Most of the tourists visiting Beyşehir prefer traditional architecture rather than the modern examples. Especially authentic houses in the villages of Kuşluca and Budak are accepted as an attraction center for the visitors. Because the houses in these villages are made of Stone and their ceilings are reed tissue. Stone walls keep the house cool in summer and warm in winter. Air in the house is always fresh because reed tissue ceilings have a pervious property. These kinds of ceilings do not keep the odour and smoke in the house and let them go up from the ceiling and they are soundproof.



Picture 9: Local Architecture

3.8. Food Culture

Local food culture is measured and evaluated by their original form, taste, diversity and their contribution to healthy diet of society. Beyşehir has a rich food culture in connection with its geographical position, climate and cultural structure. Ingredients of the food prepared in the region are generally organic. The most preferred food in the region is generally prepared with lake fish, game animals and garden vegetables and fruits.

4. The Effect of Local Touristic Values on Sustainable Tourism

Sustainable tourism is defined as the sustainable usage of an ecosystem or other systems belonging to a society without destroying, damaging and overusing. Therefore this study was conducted to determine the effects of local values on sustainable tourism.

4.1. Aim and Method of the Survey

Basic aim of this survey is to determine how local touristic values will affect the process of making Beyşehir's tourism sustainable. In the first step of the survey, national and international sources on tourism, sustainable tourism and local touristic values of Beyşehir were examined, then an appropriate questionnaire form was prepared. The form consists of four parts and 41 questions. In the first part, there are eight questions related with demographic information of the participants. In the second part, reasons for visiting Beyşehir were determined, in the third part historical and cultural assets attracting the tourists were prioritized. And the final part consists of questions that were used to determine the tourists' likeability about items of Anatolian village life.

The data obtained for the questionnaire were recorded into SPSS 15.0 programme and evaluated by appropriate statistical analyses.

4.2. Survey Population and Sample

All villages and towns of Beyşehir County in Konya province form the survey population of the study. Not all the villages spreaded into different geographical regions with different cultural properties were preferred by the tourists. Especially Budak and Kuşluca are the mostly preferred villages. Because of this to generalize the data obtained from these villages to all over Beyşehir is going to be better.

The data of the survey was obtained from a questionnaire responded by 124 participants who have different demographic features.

4.3. Survey Accuracy and Validity

Cronbach's Alpha analyse was used to measure the accuracy of this survey. Cronbach's Alpha coefficient of this survey was 0.887 according to the data obtained from 124 participants. Lower limit for Cronbach's Alpha coefficient is generally accepted as 0.70 in questionnaire studies (Hair and oth. 2010). This results shows that Cronbach's Alpha coefficient of this study is higher than acceptable level.

4.4. Findings According to Demographic Features

It was seen that most of the participants (67.7%) were females. General age of the participants is higher than 50 and they have either a bachelor's degree or master degree. We can say that the tourists made conscious decisions while they were planning their visits. When we examine their professions it was seen that 67.7% were retired. Most of them are the USA citizens (64.5%) and 48.4% of the participants go abroad 6-8 times a year.

51.6% of the participants has visited Beysehir once, 35.7% had their second visit to Beysehir. 45.2% of the participants have an annual income between 20.001 and 30.000.

Table 1: Demographic Characteristics

Features	f	%	Features	F	%
Sex?			How many times do you go abroad in a year?		
Male	40	32,3	1-2	12	9,7
Female	84	67,7	3-5	48	38,7
Age?			6-8	60	48,4
20-29	12	9,7	9 and over	4	3,2
30-39	16	12,9	How many times have you been in this region?		
40-49	12	9,7	First time	64	51,6
50-59	56	45,2	Second time	44	35,5
60 and over	28	22,6	Third time	12	9,7
Education?			Annual income?		
Primary School	4	3,2	10.000 euro and below	4	3,2
High School	8	6,5	10.001-20.000 euro	12	9,7
Vocational Education	4	3,2	20.001-30.000 euro	56	45,2
University	60	48,4	30.001-40.000 euro	28	22,6
Master-Phd	48	38,7	40.001-50.000 euro	12	9,7
Occupation?			50.001 euro and over	12	9,7
Wage earner	16	12,9	Nationality?		
Own company	12	9,7	USA	80	64,5
Retired	84	67,7	Germany	36	29,0
Housewife	4	3,2	Belgium	8	6,5
Student	8	6,5			

Note: n=124

5. Findings and Evaluation

Participants' thoughts about the local values of Beysehir were evaluated according to item, t tests and ANOVA analyses in this phase of the study.

5.1. Item Analyses of Survey Results

The most important reason of participants in the general sample for visiting Beysehir is discovering the culture of Beysehir (1.58). Also wondering natural beauties of Beysehir (1.70) and enjoying local cuisine of Beysehir (1.67) can be placed in important reasons for visiting Beysehir. According to the findings and results in the table below; the least important factor for visiting Beysehir is determined by "I know that the local assets on the destination belong to my culture" question with 2.96 standard deviation.

5.2. The Reasons of Participants for Visiting Beysehir

Tourists' basic reason for visiting Beysehir is to discover the culture of the region (1.58). Second important reason is to see the local food of the area (1.67), third important reason is to see the natural beauties of the region (1.70). The least important reason is Beysehir's close location to any tourism center (3.00).

Table 2: Analysis of the Reasons of Participants for Visiting Beysehir

Why do you visit Beysehir?	Mean	Std. Dev.
1. I am trying to learn the culture of this area.	1,58	0,837
2. I want to see the natural beauties of this area.	1,70	0,853
3. I wonder the rural lifestyle of the region.	1,96	0,901
4. Because of the abundant historical and cultural attractions	2,58	1,243
5. It is on my way.	2,19	1,064
6. The touristical assets on the destination reflect my belief.	3,22	1,073
7. I know that the local assets on the destination belong to my culture	2,96	1,261
8. The tradition of the region attracts my attention.	1,87	1,043
9. I like local kitchen products on the destination.	1,67	0,86
10. Organic foodstuff.	2,25	1,139
11. Hospitable local people.	1,93	1,018
12. The destination is an old settlement.	2,00	0,954
13. The destination is well-known by everyone.	2,80	1,234
14. Close to the tourism center.	3,00	1,020
15. It meets expectations.	2,09	1,062

Notes: (i) $n=124$ (ii) Scale 1= very important, 2= important 3= Normal 4= unimportant and 5= very unimportant. (iii) Results are statistically significant according to Anova test results.

5.3. Importance given to historical and cultural values in Beysehir by the Tourists

Importance given to historical and cultural values in Beysehir by the tourists is shown in the table below. According to the results participants generally give importance to the values in a normal level. Participants give importance to the local values nearly equally. The most important value is Hittite Fountain (2.54), the least important value in the region is the caves (2.90).

Table 3: Analysis of importance given to historical and cultural values in Beysehir by the Tourists

Fill the blanks according to the importance degree of the historical and cultural destinations in the district of Beysehir?	Mean	Std. Dev.
1. Hittite Fountain/E flatun Pınar	2,54	0,714
2. Kubad Abad Palace	2,77	0,553
3. Beyşehir Lake/Beach	2,83	0,516
4. Historical Stone Bridge	2,87	0,422
5. Eşrefoğlu Mosque/Complex	2,87	0,422
6. Fasıllar Monument/Kurt Beşiği Monument	2,87	0,422
7. Sunset	2,70	0,634
8. Birds	2,80	0,536
9. The gate of castle	2,80	0,536
10. Caves (Balat İni-Körük İni)	2,90	0,391

Notes: (i) $n=124$ (ii) scale 1= liked very much 2= liked 3= Normal 4= did not like 5= did not like at all (iii) Results are statistically significant according to ANOVA test.

5.4. How were the participants affected by village life in Beysehir

Participants' thoughts about village life in Beysehir are examined in the table below. According to the table, the participants were impressed by food culture of village life (1.93). Second item that the participants were impressed is traditions of locals (2.52). Architecture of the villages was the least impressive item for the participants (2.93).

Table 4: Analysis of how were the participants affected by village life in Beysehir

Fill the blanks according to the importance degree of the statements about the rural lifestyle.	Mean	Std. Dev.
1. Turkish/Anatolian Family Structure	2,83	0,516
2. The Costume of Local People	2,87	0,422
3. Cuisine	1,93	0,952
4. Organic foodstuff	2,90	0,391
5. Village Architecture	2,93	0,354
6. The Traditions	2,25	0,882
7. Climate	2,90	0,391
8. There is no noise pollution	2,90	0,391

Notes: (i) $n=124$ (ii) Scale 1= impressed very much 2= impressed 3= normal 4= not impressed 5= not impressed at all. (iii) Results are statistically significant according to ANOVA test.

5.5. Effect of Gender on visiting Beysehir

In this part of the study, the relationship between gender difference and reasons for visiting Beysehir is examined. According to the analyse results, there is a significant difference between gender and visiting reasons ($p=0,003$). Females' reasons are more important than males'.

Table 5: Analysis of Effect of Gender on visiting Beysehir

Sex?	Male (n=40)		Female (n=84)		t-test	
	Mean	S.S.	Mean	S.S.	t	p
Why do you visit Beysehir?	2,43	0,31	2,17	0,61	3,078	0,003

$P < 0,003$

5.6. Effect of Education to Different Variables

Anova Test (Analysis of Variance) was used to determine perception of the participants in terms of education level difference.

According to the analyse results, there is a significant difference between the education status and the degree of importance given to the local touristic values by the participants $p= 0.020$. In addition, a difference is observed in education status, impressioning by rural life style ($p=0,005$).

Table 6: Effect of Education to Different Variables

Education?	Total (n=124)		Primary S. (n=4)		High S. (n=8)		Vocational S. (n=4)		University (n=60)		Master/Phd. (n=48)		ANOVA	
	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	F	P
Degree of importance of assets	2,80	0,39	3,00	0,00	2,75	0,26	3,00	0,00	2,68	0,52	2,91	0,12	3,03	0,020
Degree of importance of rural lifestyle	2,69	0,40	3,00	0,00	2,87	0,13	2,50	0,00	2,56	0,51	2,81	0,21	3,98	0,005

$P < 0,05$

5.7. Effect of Profession to Different Variables

No significant difference was seen between profession and importance given to local touristic values according to ANOVA test. In other words, the degree of importance given to the local touristic values is at the same level even the participants have different occupations ($p=055$). The same result was obtained from the responses of rural life style.

Table 7: Effect of Profession to Different Variables

Occupation?	Total (n=124)		Wage earner (n=16)		Own company (n=12)		Retired (n=84)		Housewife (n=4)		Student (n=8)		ANOVA	
	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	F	P
Degree of importance of assets	2,80	0,39	2,77	0,18	2,96	0,49	2,77	0,46	2,90	0,00	2,85	0,16	0,75	0,55
Degree of importance of rural lifestyle	2,69	0,40	2,68	0,26	2,87	0,18	2,66	0,46	2,50	0,00	2,87	0,13	1,35	0,25

$p > 0,05$

5.8. Effect of number of visits to different variables

ANOVA test was used to measure this effect. According to the results, a significant difference was found in degree of impressioning from rural life style when the number of visits to Beysehir increased ($p=014$). But even if participants' number of visits to Beysehir is different, their reasons for visiting and given importance to touristic values do not change.

Table 8: Effect of number of visits to different variables

	Total (n=124)		First Time (n=64)		Second Time (n=44)		Third Time (n=12)		Forth Time (n=4)		ANOVA	
	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	M.	S.S.	F	P
Why do you visit Beysehir?	2,25	0,55	2,34	0,51	2,20	0,55	2,02	0,75	2,20	0,00	1,382	0,252
Degree of importance of assets	2,80	0,39	2,73	0,48	2,81	0,28	3,00	0,00	3,00	0,00	1,995	0,118
Degree of importance of rural lifestyle	2,69	0,40	2,65	0,47	2,63	0,32	3,00	0,00	3,00	0,00	3,679	0,014

$p > 0,05$

6. Conclusion and Implications

Tourism sector is the most developing and economic benefit providing sector in the recent years. Many countries or regions give importance to this sector because of this. Because tourism is a locomotive sector which helps to gain economic benefit. It helps total development of countries and regions.

Tourism does not only provide economic benefit. It relaxes people mentally and physically. It has a positive effect on forming environmental consciousness, protecting and diversifying cultural values. It contributes to the use of environment as a commercial instrument. It keeps change and development continuous.

Providing sustainability in tourism protects and increases historical, cultural and social values of societies. It helps to risen the life standards of locals. From this point of view, local values provide great advantages for sustainable tourism. Because tourism does not mean natural beauties only but historical, cultural and environmental values as well. As a result of this study, the effects of local values on sustainable tourism can be summarized as in the following:

Tourists do not prefer a region for its single feature but they consider many factors in planning their holidays. This helps total development of the region.

While making tourism decisions travel distances and durations are considered. But original and attractive local values impress visitors and they come to the region from long distances. This contributes to the sustainable tourism.

Local values impress the tourists who have high education degrees and economic incomes and enough spare time for a holiday abroad. Visitors with high social status contribute to the promotion of local values and they have good effect on cultural interaction with locals.

When today's economic and social life are considered, organic products and authentic regions are always center of attraction. The region is mostly visited for cultural purposes.

In classical tourism, people visit any place for once. They may not prefer the same destination for a second visit. But local values help tourism activities become "back to back".

Local values may not be close to a tourism center. This situation prevents gathering of tourism activities in or around these centers. Tourism spreads all over the country or the region.

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